

## Fall into Autumn

**Celebrate Chula Vista:** Come celebrate Chula Vista! Enjoy this signature festival featuring great food, continual live music and entertainment on various stages, a local business pavilion and a children's area loaded with activities, games and plenty of fun! The evening comes alive with a "Cabaret on the Bay" theme featuring a concert by *Rockola*, playing with a symphonic orchestra, and a spectacular fireworks display. Sept. 13, noon – 9 p.m. in Marina View Park. Sponsored



by the Chula Vista Chamber of Commerce, City of Chula Vista and Port of San Diego. For more information, please call (619) 420-6603.

**Taste of Third Art Walk:** Self-guided walking tour of downtown Chula Vista restaurants with taste samples, local artists and live music from 5 to 8 p.m. on Sept. 18. Sponsored by the Downtown Business Association (619) 422-1982.

**Bonitafest:** Annual festival features a two-hour parade with marching bands, crafts, games, and food booths on Sept. 27. Join the fun on Bonita Road between Otay Lakes and Willow from 9 a.m. to 5 p.m. Sponsored by Bonita Business and Professional Association (619) 472-8520.

**Chula Vista 2003 Art Exhibition:** *Portrait of a Community* opens on Oct. 9 at the Playhouse Art Gallery on 291 Third Avenue in downtown Chula Vista. The exhibit is open every Thursday through Saturday between 11 a.m. and 4 p.m. during the month of October. Sponsored by the Chula Vista Art Guild and partially funded by

a grant from the City of Chula Vista. To obtain a prospectus or information, please call Pamela Buchan, Chula Vista Art Guild at (619) 476-6636 or e-mail [cvtartguild@att.net](mailto:cvtartguild@att.net)

### Chula Vista Community Fair:

Want to learn more about the programs, services, and activities the City of Chula Vista and other local agencies can offer you? Come find out at the Chula Vista Community Fair at Heritage Community Center on Oct. 15 from 4:30 to 7:30 p.m. Don't miss the free giveaways, interactive displays and plenty of information. The center is located at 1381 East Palomar St. For details, please call (619) 691-5296.

## Skateboard Park Opens

*continued from front page*

"It's everything a skater could want and then some," says John Clingan, CEO of the Boys & Girls Club. "There's something for every level of expertise."

The park, under discussion for more than a decade, is named after former Chula Vista City Council member Len Moore, a long-time skate park proponent. The City of Chula Vista funded the facility, and the Boys & Girls Club will operate and manage the park.

Skaters helped design the park during a series of community workshops over the past two years. "It's a large well thought-out park with a lot of the features the kids requested in public design meetings," adds Clingan.

Vert Extensions, rails & ramps, a



**Arturo Barrios Invitational Race:** Competitive and recreational runners compete along 5K and 10K courses at the Chula Vista Yacht Harbor on Oct. 26 at 7:30 a.m. Please call Elite Racing at (858) 450-6510 for further information. Not a runner but want to participate in the

festivities? Enjoy the excitement of the race as a volunteer! Call (619) 691-5000 to register.

For more information about events taking place in Chula Vista throughout the year, call the City's special events hotline at (619) 585-5682; or visit the Calendar of Events page on the City's Web site at [www.chulavistaca.gov](http://www.chulavistaca.gov). ■

fun box, pyramid, kidney pool, split ledge, and roll over add to the park's reputation as the premiere skateboard park in the South Bay.

Soon, Webcams will be installed at the park so anyone surfing the Internet will be able to tune in to watch the action. Check out park information and more pictures at [www.cvskatepark.com](http://www.cvskatepark.com).

Skaters will be required to wear safety gear—helmets, kneepads and elbow pads. Operating hours will eventually be 9 a.m. to 9 p.m. weekdays and weekends. Lights have been installed for nighttime activities, and bleachers are available to accommodate spectators. A security fence and a security system will help ensure a safe and secure skating experience. ■

## Slow Down! You're Driving Too Fast!

The number one complaint to the Chula Vista Police Department's Traffic Division is—speeding. Offenders can be young or old, and the consequences of their reckless behavior behind the wheel can be tragic. Police are cracking down on bad drivers with an aggressive new program, funded by the state Office of Traffic Safety. The goal is to reduce the number of fatal and serious injury collisions in Chula Vista.

The traffic safety campaign features bi-monthly checkpoints targeting drivers who speed or drive drunk. It also includes an educational program aimed at thousands of Chula Vista school children. "Some of these kids have admitted driving down the freeway at 145 miles per hour," says Traffic Safety Officer Melissa Cummings who is in charge of the safety campaign. "That's terrifying."

When Cummings isn't setting up checkpoints or talking with students, she's distributing bright yellow and black yard signs that urge drivers to slow down. She says the message, "Children at Play, Drive 25" appears



PHOTO BY MIKE ARMBRUST

to be making a difference in some neighborhoods.

Cummings says residents have the power to make their streets safer. They can put up a yard sign or report a bad driver to police. Simply call police (619-691-5151) with a license plate number and a description of the vehicle and driver, and officers will follow up with a letter to the registered owner.

That's how one father discovered his son had been driving the family car erratically through a mall parking lot with five other teens in the car and two in the trunk.

To learn more about how you can be involved with the Chula Vista Police Department's traffic safety program, please e-mail [mcummings@ci.chula-vista.ca.us](mailto:mcummings@ci.chula-vista.ca.us) or call (619) 585-5661. ■

### Chula Vista

## Spotlight

**City Council**  
Stephen C. Padilla, Mayor  
Patty Davis  
John McCann  
Jerry R. Rindone  
Mary Salas  
**City Manager**  
David D. Rowlands, Jr.



The Chula Vista Spotlight newsletter is published five times per year and is distributed as a public service to residents and businesses by the City of Chula Vista. Copies are also available at various locations around the city. Send comments or inquiries to the Office of Communications, City of Chula Vista, 276 Fourth Avenue, Chula Vista, CA 91910. The city's Web page address is [www.chulavistaca.gov](http://www.chulavistaca.gov).

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# Spotlight

CITY OF CHULA VISTA

FALL 2003



PHOTOS BY MIKE ARMBRUST

## Len Moore Skateboard Park Opens in Chula Vista

Attention Skaters! Grab your boards and safety gear and get ready to grind. South County's most challenging skateboard park opens in September.

The new \$1.3 million dollar Len Moore Chula Vista Skate Park which opens to young skateboarders and inline-skaters at the Oleander Boys & Girls Club, is designed for "street" as well as competitive skaters.

The park, under construction since February, is located on a two-acre site adjacent to the club. The park will offer skaters a variety of architectural challenges to help them sharpen their skills without breaking the law and compromising the safety of others.

*Please see **Skateboard Park Opens**, inside*

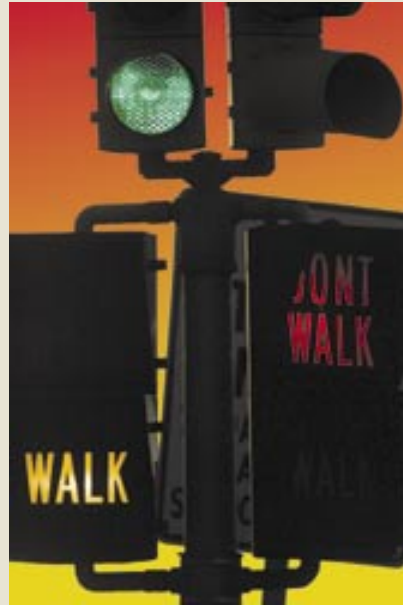


## High Tech System Reduces Traffic Delays

A new computerized traffic signal system installed at eleven busy intersections on the city's east side last year, has significantly eased congestion and improved the flow of traffic. Traffic engineers are so impressed with the results, the City is planning to expand the system to include other challenging intersections along East H Street and Telegraph Canyon Road.

The system, a pilot project funded by federal dollars, is known as SCATS (Sydney Coordinated Adaptive Traffic System). It's designed to reduce traffic congestion and decrease the number of serious accidents.

SCATS uses a combination of pole mounted video cameras and underground sensors to continuously gauge the flow of traffic at selected intersections along East H Street and Otay Lakes Road. The high tech system has the ability to evaluate the amount



of traffic and immediately adjust the timing of the green light so traffic moves at optimum levels.

Since last October, city engineers have been testing and fine-tuning the system, and they've been pleased with the results. A study by City staff concludes SCATS has reduced traffic delays by up to 20 percent at various intersections.

City engineers are constantly monitoring the system and making minor adjustments when needed. If the public has any questions or concerns about SCATS, please call (619) 691-5028, or e-mail: [salagha@ci.chula-vista.ca.us](mailto:salagha@ci.chula-vista.ca.us).

Among the intersections now controlled by SCATS are: East H at Otay Lakes Road, Paseo Ranchero and the entrance to Southwestern College, Otay Lakes Rd. at Apache Drive, Bonita Vista and Telegraph Canyon-La Media Road. ■

## Chula Vista Vision 2020 Gains Momentum

On Saturday, June 21, approximately 150 citizens attended a Town Hall Community Meeting at Bonita Vista High School. Thanks to their input, land use and transportation options for Chula Vista Vision 2020, the City's General Plan Update, are becoming more defined.

Those who attended were able to identify which of the proposed General Plan Update goals developed by the citizen Steering Committee were most important to them. The crowd also reviewed a range of proposed land use and transportation concepts presented for planning opportunity areas within three major sub-areas of the City including Northwest, Southwest and East/Otay Ranch. Individuals filled out

forms to register their opinions and to make comments or suggestions.

Taking into account the results of this meeting and other feedback from the public, City staff is preparing a range of preliminary land use and transportation alternatives for testing and evaluation. The alternatives will be the subject of several community meetings in September. The City is counting on continued public participation, which will be crucial to the planning process. When the results are in from the community meetings, the findings will be presented at another Town Hall Meeting.

Visit the General Plan Update



link at the City's web site, [www.chulavistaca.gov](http://www.chulavistaca.gov), or call the General Plan Update phone line at (619) 409-5486 for more information about future meetings and how you can stay informed. ■

## Q and A

### Animal Talk with City's Top Vet

*Veterinarian Dr. Dorothy York is the new director of Chula Vista's \$3.7 million Animal Care Facility. York, who grew up in the South Bay and is bilingual, spent the last 20 years as a veterinarian with the California Department of Food and Agriculture.*

**How does our Animal Care Facility differ from other centers?**

DY— "The Chula Vista Center is new and has great potential. It's designed to have a complete veterinary clinic, which we are in the process of fully implementing. I'm very excited about the pet interaction areas where the animals can spend some one-on-one time with potential adoptive parents. And of course, I'm very impressed with several of the innovative programs introduced by the talented staff and implemented by our small band of dedicated volunteers."

**As the new director, what will be your focus?**

DY— "I want to see our facility reach out to the community by expanding our programs and services. We should interact more with the schools and senior centers. I want to see adoptions increase and improve the care and welfare of the animals through preventive medicine. In order to accomplish some of those goals, we are hiring more staff and will rely even more on our volunteers. And, of course, at the end of the day, the most important part of our mission is to find wonderful homes for these animals that can bring so much joy into our lives."

**What important things should pet owners know?**

DY— "They should understand how critical it is to spay and neuter their pets. I'm hoping to expand the services of the clinic to include a full spay and neuter program. We're at capacity now. People must realize how important it is to keep the animal population under control."

**Why have you returned to the South Bay?**

DY— "My immediate family lives in Chula Vista. And I was ready for a career change. There's a huge need for veterinarians to work in animal facilities like this one. I want the Chula Vista facility to be an integral part of this community." ■

## Born to Read: Libraries Introduce Early Reading Programs



"Born to Read"—fun new programs for infants and children up to age five—will be launched at all three Chula Vista libraries this fall. The programs are designed for two age groups: *Baby Time* for babies and toddlers (infants to three-year-olds) and *Pre-school* (ages three to five). Both include parents or caregivers and will demonstrate behaviors that will help build language and pre-literacy skills at home.

"We know that children are born ready to learn," said the library's Educational Services Manager, Meg Schofield. "And parents and caregivers are looking for information and ideas on how to be their child's first teacher."

The library and its Literacy Team staff began looking more closely than ever before at the issue of emergent literacy as national and state surveys showed that thousands of young children are unprepared to begin kindergarten. The library's new programs are being implemented after a year of testing and development.

The new programs will begin on Sept. 15. *Baby Time* will have five six-week sessions with short breaks in between sessions. *Pre-school* is scheduled weekly until May 31. Songs and rhymes in both English and Spanish will be featured. For the "Born to Read" schedule, visit our Web site at [www.chulavistalibrary.com](http://www.chulavistalibrary.com) or any Chula Vista library. ■

## Around town...

### Bus Service Changes

Chula Vista Transit wants to alert passengers to a few minor route changes coming up this Fall.

**Route 709:** Starting August 31, buses traveling through the EastLake Greens area will no longer make the second loop in the inbound direction. Riders will continue to be served by buses making the loop going outbound.

**Route 707:** Effective September 2, there will be minor route changes so Chula Vista Transit can effectively serve new customers including the Employment Development Department, the future library, the YMCA off of East H Street, as well as schools and residences on Paseo Ranchero and East J Street. At the same time, service will be eliminated on Paseo del Rey and along the existing portion of East J Street



**Route 711:** Also effective September 2, the last eastbound trip of the day, at 7:25 p.m. has been eliminated from the schedule. There will be no changes in the westbound schedule.

### Downtown Monument Sign Celebration

On Sept. 5, Chula Vista will make history by unveiling a distinctive new monument sign that welcomes residents and visitors to the downtown district. The 54-foot structure will stretch across Third Avenue and span from curb to curb. Two separate celebrations from 7 to 9 p.m. are planned to commemorate the event.

- The public is welcome to enjoy the free music, festivities and giveaways along Third Avenue.

- A V.I.P. reception for supporters of the Downtown Chula Vista Kids Art Project will be held on Park Way and Third Ave. Guests may toast the new monument while enjoying delicious gourmet hors d'oeuvres, refreshments and music. Tickets are \$100 per person.

For more information on both events, please call the Downtown Business Association, (619) 422-1982.

### Veteran Award Application

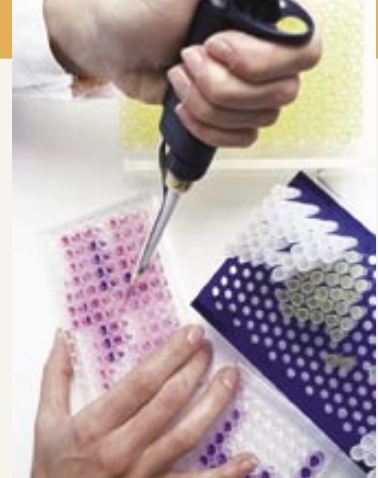
The City of Chula Vista's Veterans Commission is welcoming nominations for the local Veteran of the Year award. Applications, which are due by September 19, are available at the front counter of the Chula Vista Police Department, 276 Fourth Ave. during regular business hours Monday through Friday.

### International Biotech Company Lands in Chula Vista

Profil Institute for Metabolic Research, a German-based biotech company, has chosen Centre Medical Plaza in Chula Vista for its newly incorporated U.S. headquarters. Profil conducts clinical trials primarily for biopharmaceutical companies researching treatments for diabetes and metabolic disorders.

The Institute selected the Chula Vista location because of its close proximity to important clients in the United States, especially companies in the San Diego region.

Chula Vista is actively recruiting



biotech companies. Cheryl Dye, the City's Economic Development Manager says, "When we learned this internationally renowned company was looking for a place to land, our mayor, council and the entire staff made Profil a top priority. It's been a real team effort, and we're delighted with our new partnership."

### Christmas in October

Every year, hundreds of volunteers and businesses sign up to get involved with one of the most uplifting and rewarding experiences supported by the City of Chula Vista. The annual "Christmas in October" program helps a handful of homeowners make needed repairs to their properties—perhaps a coat of paint, updated plumbing or a new roof. Typically, those who qualify for assistance are homeowners who are elderly and/or physically disabled, and who are low-income. Applications for assistance, and volunteer and material donations are now being accepted for this year's event to be held on Saturday, October 11. The due date for applications is September 8. They can be obtained in the Mayor's Office, Planning & Building, Chula Vista Police and Fire and Community Development Departments, and the Norman Park Senior Center. ■